

Jet Propulsion Laboratory
Eleventh Annual High-Tech Small Business Development
Procurement Conference



MARKET STRATEGIES FOR A COMPLEX CONTRACT ENVIRONMENT AT JPL OR...

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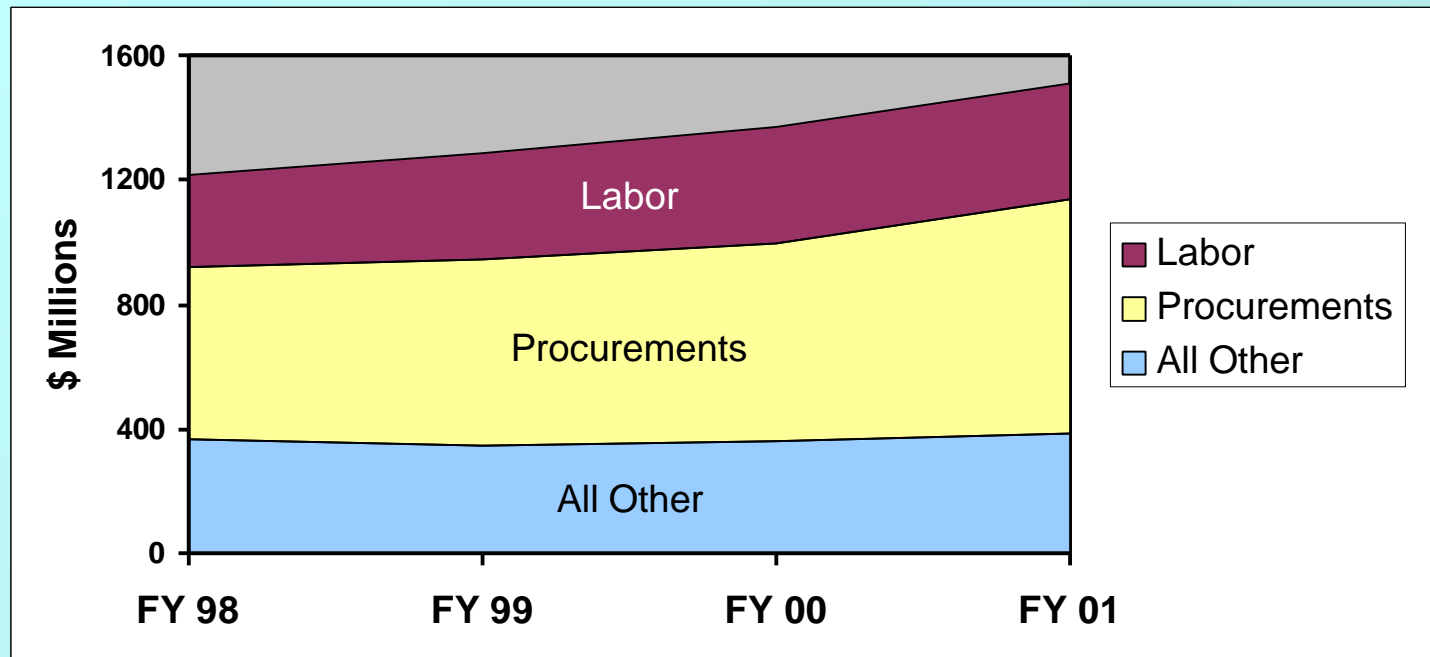
ACQUISITION OPERATIONS AND PLANNING

- Achieve NASA acquisition-oriented goals
- Contract Technical Manager, Technical Support Efforts Personnel Contracts (TSEPs) (\$300M in contract value, 575 contractors)
- Liaison/Representation: Technical Divisions, Program/Project Directorates to Acquisition Division
- Matching JPL-to-industry, industry-to-JPL
- Acquisition processes, planning, strategy
- Chair for the Strategic Technical Contracts Working Group
- Co-chair for the George M. Low Award & other supplier awards





JPL BUDGET BY FISCAL YEAR



JPL's Budget shows little "real" growth in times of declining workforce and increasing procurements

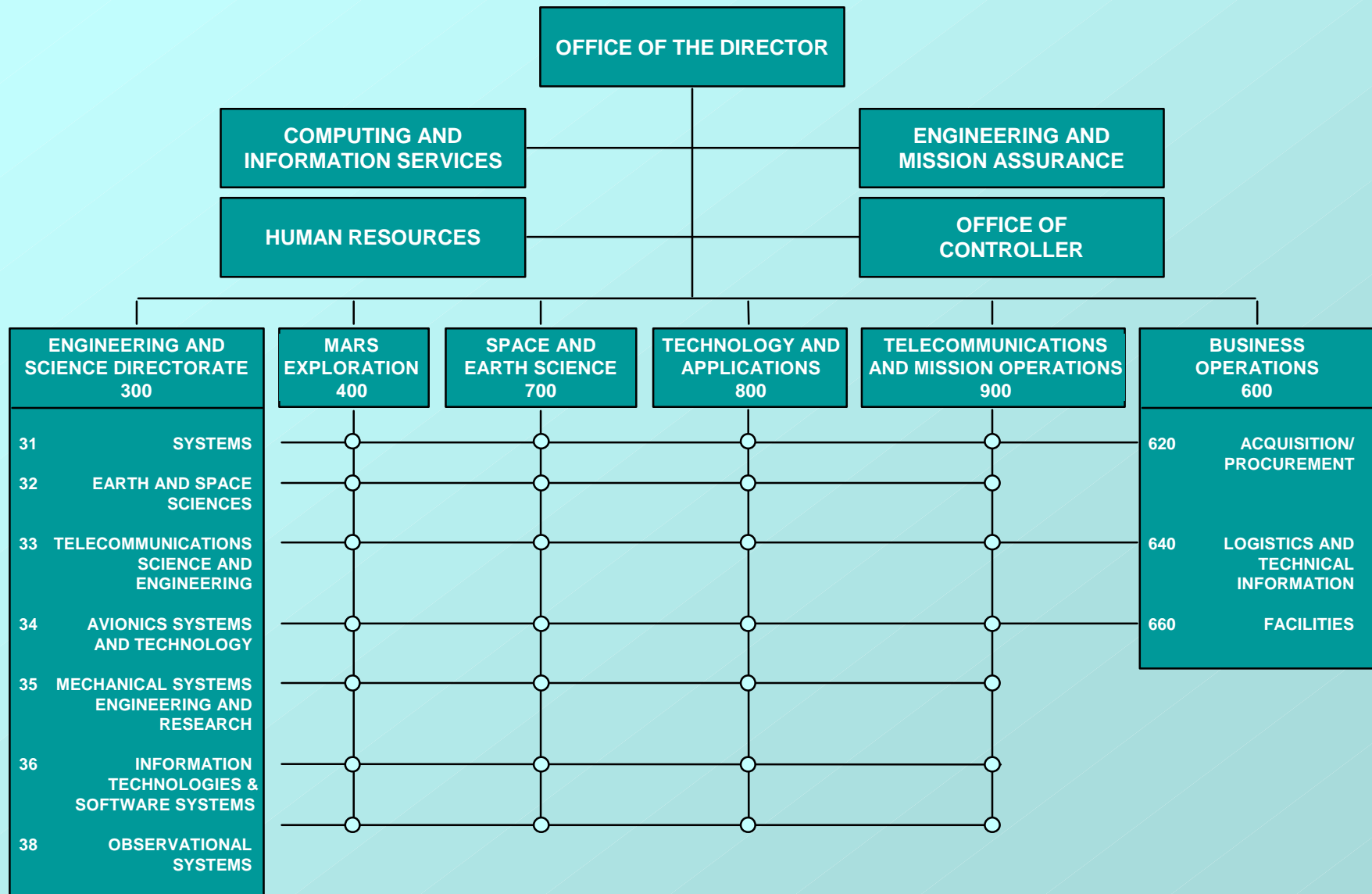


JPL'S SOCIOECONOMIC GOALS FOR FISCAL YEAR '99

	<u>FY '99 FORECAST</u>	<u>FY '98 ACTUALS</u>
Total Subcontract Base	\$600M	\$639M
Small Business Awards	\$180M	\$214M
Small Business % of total	30%	33.5%
Small Disadv. Bus. Awards	\$ 72M	\$ 88M
Small Disadv. % of total	12%	13.7%
Women-owned Bus. Awards	\$ 24M	\$28.2M
Women-owned Bus. % of total	4%	4.4%
Socio-economic Bus. Awards	\$ 96M	\$102M
Socio-economic Bus. % of total	16%	20.0%



JPL MATRIX ORGANIZATION





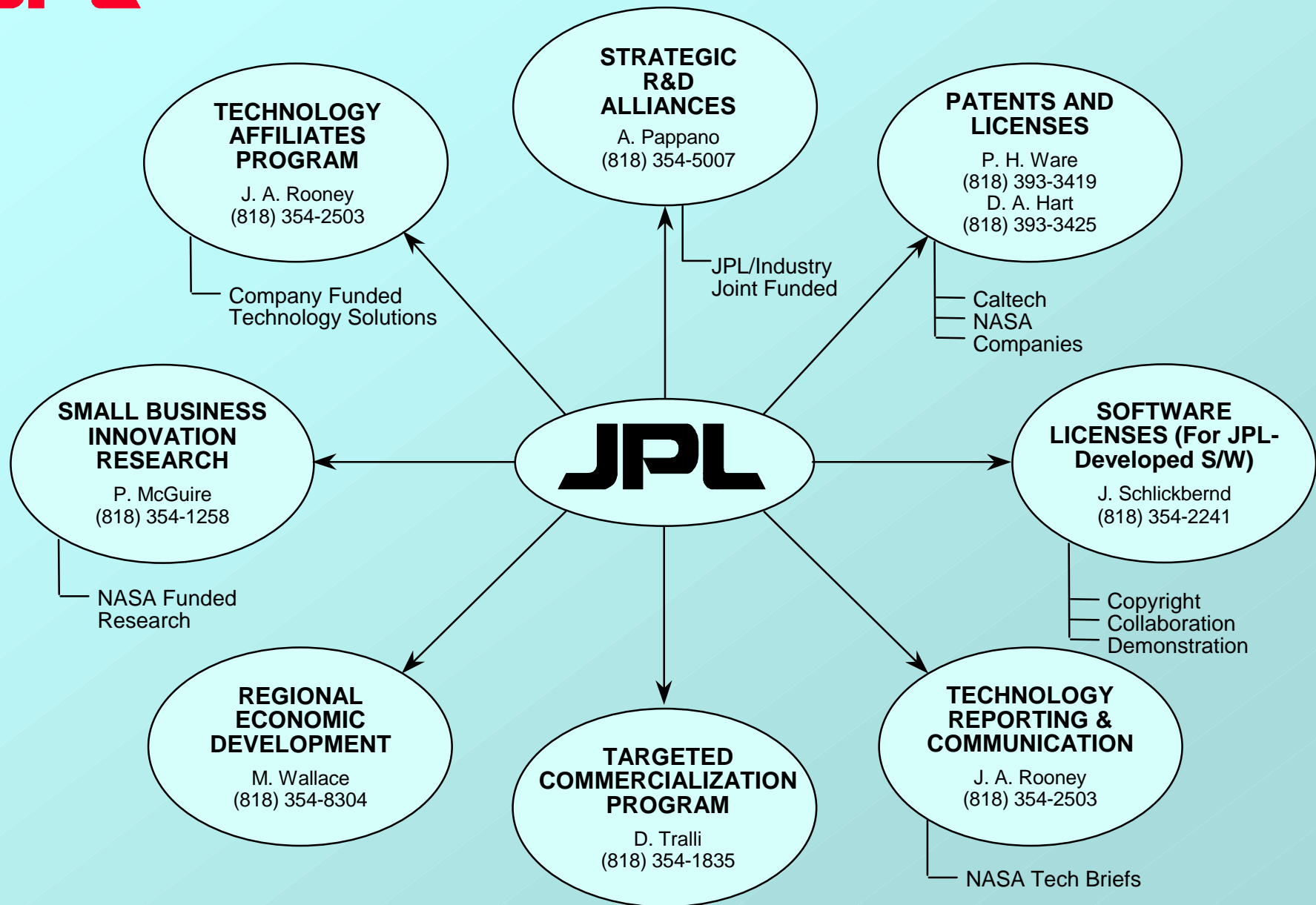
ENGINEERING AND SCIENCE DIRECTORATE

ENGINEERING AND SCIENCE DIRECTORATE (300)



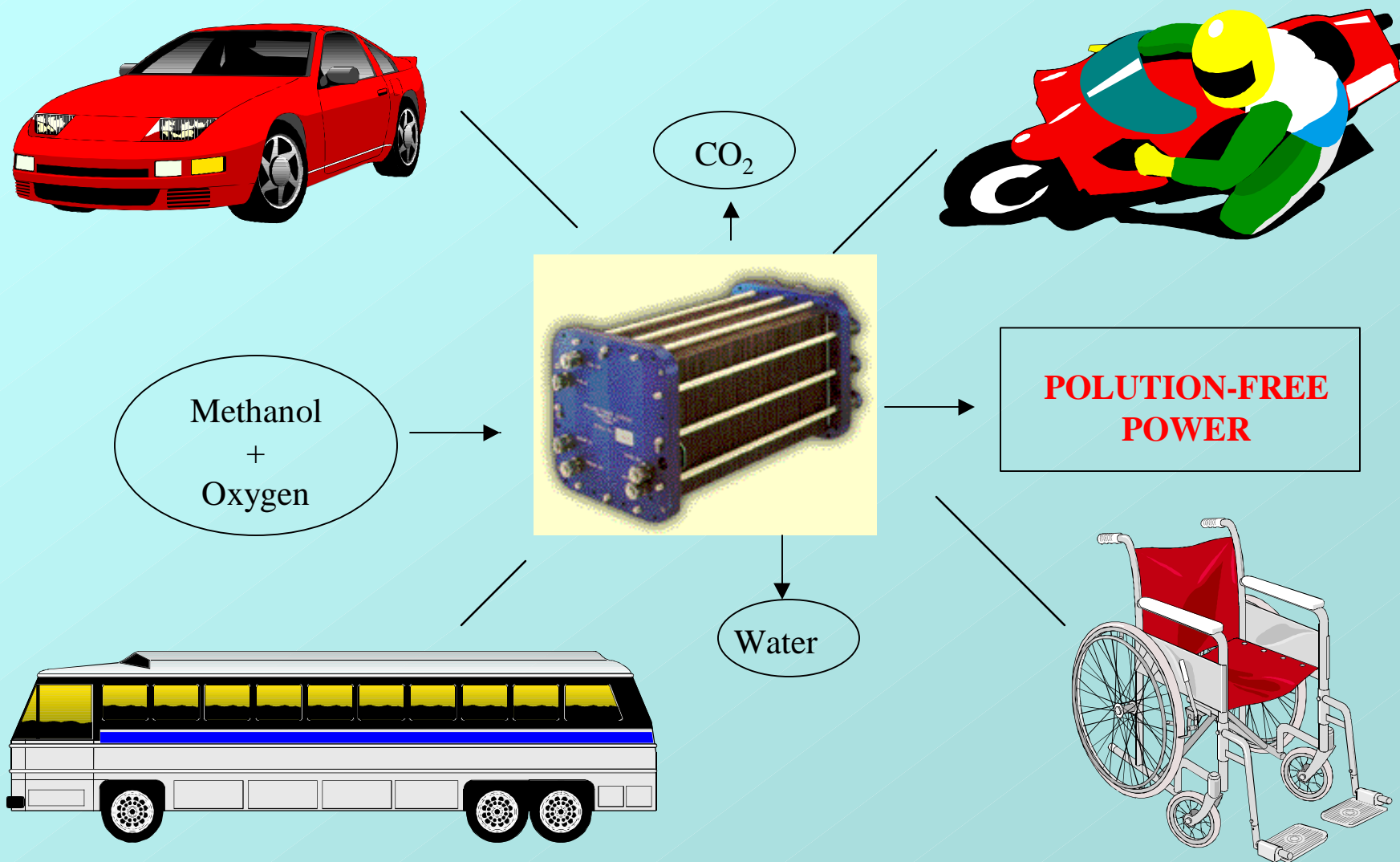


WAYS TO ACCESS JPL TECHNOLOGY





TRANSPORTATION APPLICATIONS FOR THE JPL DIRECT METHANOL FUEL CELL





HOW TO CAPTURE JPL'S BUSINESS OVERALL ACTIVITIES

- Discover the cycle-of-operation -- Participate in industry interactions
 - Inquiries on forecasts
 - Capability briefings
 - Technical interchanges on mutual technological interests
 - Tech expos, high-tech conferences
 - Ask about recompetition of support contracts
- Early involvement in the development of requirements
 - Discussions with Contract Technical Managers and Cognizant Engineers
- Submit a winning proposal
- Non-competitive procurement (if justifiable)



SUPPORT CONTRACT SELECTION/RECOMPETITION ISSUES

- Available options to extend the contract
- Competitive vs non-competitive source justification
- Recompete the effort
 - requirement changes
 - small business set aside
- Relationship of this work to other contracts
 - interference
 - overlap
 - scope
- Strategic issues



SUPPORT CONTRACT BASELINE AND FUTURE PLANS/EXPECTATIONS

<u>CONTRACT</u>	<u>EXPIRES</u>	<u>\$ VALUE</u>
<ul style="list-style-type: none">• Deep Space Network specialized engineering support<ul style="list-style-type: none">– Modern Technologies– Possible extension	11/99	26M
<ul style="list-style-type: none">• Deep Space Network Operations & Engineering Support<ul style="list-style-type: none">– Allied Signal– No contract	12/98	0 (Ended)
<ul style="list-style-type: none">• Science Data Implementation & Operations<ul style="list-style-type: none">– Raytheon STX	09/03	55M



SUPPORT CONTRACT BASELINE AND FUTURE PLANS/EXPECTATIONS (Cont'd)

CONTRACT

EXPIRES

\$ VALUE

- Flight Systems and Instrument Tasks (FIST)
 - Expect award soon
 - Multiple extension options
- Engineering Design and Fabrication (Labwide)
 - Lockheed Martin
 - Not recompleted
- Mission and Computing Support Services (MACS) for Div 39
 - OAO Corporation
 - Plan: Extend to 04/00
 - Future: Possible RFP to recompete



SUPPORT CONTRACT BASELINE AND FUTURE PLANS/EXPECTATIONS (Cont'd)

<u>CONTRACT</u>	<u>EXPIRES</u>	<u>\$ VALUE</u>
<ul style="list-style-type: none">• Instrument Repair Calibration Loan Pool<ul style="list-style-type: none">– SAMCO (RCM Technologies, Inc.)– Plan: Extend by options 2 years– Future: Recompete, small business set aside• Mechanical/Thermal Design Development Support<ul style="list-style-type: none">– Swales– Not recompete	<ul style="list-style-type: none">03/9909/99	<ul style="list-style-type: none">10M7M



SUPPORT CONTRACT BASELINE AND FUTURE PLANS/EXPECTATIONS (Cont'd)

<u>CONTRACT</u>	<u>EXPIRES</u>	<u>\$ VALUE</u>
<ul style="list-style-type: none">• TAP Related Tasks<ul style="list-style-type: none">– NYMA– Recompete	09/99	32M
<ul style="list-style-type: none">• Thermal Design and Engineering Support<ul style="list-style-type: none">– Applied Science Laboratory– Plan: Extend by 2 years	11/99	1.5M



HOW TO CAPTURE JPL'S BUSINESS

- Marketing approach
 - Communicate and gain familiarity with the relevant areas
 - Acquisition Operations and Planning Office
 - Business Opportunities Office
 - Technical Divisions
 - Contract Technical Managers
 - Contract Negotiators
 - Program and Project Directorates
 - Centers of Excellence
 - Process Owners
- Build rapport



ESTABLISH RELATIONSHIPS TO FACILITATE MARKETING !

- Use contacts to:
 - Locate the relevant personnel
 - Technical side
 - Acquisition side
 - Find the source of opportunities
 - Lists, internet
 - Formulate concepts and requirements
 - Talk with the technical and procurement staff
 - See <http://pro-net.sba.gov/>
 - Enroll in this service!
- Learn to seize opportunities that arise
 - How to react when
 - The Technical Representative does not know his responsibility



ESTABLISH RELATIONSHIPS TO FACILITATE MARKETING !

POWER IN NETWORKING

- Organizations
 - Small business associations
 - Trade organizations
 - Customer community
- Similarity in processes and methodology
 - Outreach
 - Interfaces with outside
 - Benchmarking



ESTABLISH RELATIONSHIPS TO FACILITATE MARKETING !

POWER IN NETWORKING (Cont'd)

- Customer Networks
 - One NASA center with another
 - Promote strong suppliers
 - Connect reward and recognition and products/services



KEY TECHNOLOGY – INDUSTRY MARKETING SUMMARY

- Valuable resources
 - Business opportunities and acquisition operations and planning offices
 - Websites
 - Acquisition, Business Opportunities Office
 - Engineering and Science Directorate
 - JPL phone book
 - Blue pages, yellow pages, white pages
 - New programs and projects
 - Centers of Excellence
 - Process owners
 - Personnel reassignments and organization charts
 - High-Tech Forums, Technology Expos
 - Technology contact lists



JPL HOME PAGES

Jet Propulsion Laboratory

<http://www.jpl.nasa.gov>

Acquisition Division Home Page

<http://acquisition.jpl.nasa.gov/>

Engineering and Mission Assurance Office

<http://eis/oema/External/index.html>

Engineering and Science Directorate

<http://eis.jpl.nasa.gov/esd/>

JPL Business Opportunities Office

<http://acquisition.jpl.nasa.gov/boo/>

JPL Terms and Conditions

<http://acquisition.jpl.nasa.gov/e2000.htm>

Mars Exploration Technology Program

<http://Mars.jpl.nasa.gov>

Small Business Administration
Procurement Marketing and Access
Network

<http://pro-net.sba.gov>

Space and Earth Science
Programs Directorate

<http://www.jpl.nasa.gov/sespd>

Technology and Applications Program

<http://mishkin.jpl.nasa.gov/TAP.html>

Telecommunications and Mission
Operations Directorate

<http://deepspace.jpl.nasa.gov/900/public/>



JPL's STRATEGIC GOALS AND ACTIONS THAT RELATE TO INDUSTRY

- Expand the use of partnerships to promote and influence the development, infusion, and transfer of applicable technologies and mission concepts
- Expand the use of task and task-order contracts to meet the need for rapid technical support
- Expand the use of *performance-based* contracts



JPL CENTERS OF EXCELLENCE

- Foster competencies essential to fulfill the JPL Strategic Plan
 - Critical competencies and technologies for JPL's lead roles in deep space exploration and the Origins Program
- Create Ed Stone's "communities for innovation" which cut across JPL organizations
- Demand attention from the standpoint of strategic resource allocations
 - Key personnel, partnerships with industry and academia, processes, tools, facilities, B&P funding, technology funding



JPL CENTERS OF EXCELLENCE (Cont'd)

- Center for Space Microelectronics Technology (CSMT)
 - Leader: Dr. Barbara Wilson
 - Microelectronics, sensors, high performance computing
- Interferometry Center of Excellence (ICE)
 - Leader: Dr. Michael Shao
 - Space Optical Interferometry
- Center for In-Situ Exploration and Sample Return (CISSR)
 - Leader: Dr. Patricia Beauchamp
 - Scientific, technological, and system development capabilities for in-situ and sample-return missions to solar system bodies



JPL CENTERS OF EXCELLENCE (Cont'd)

- Center for Integrated Space Microsystems (CISM)
 - Leader: Dr. Leon Alkalai
 - Spacecraft avionics “on a chip”
- Center for Space Mission Architecture and Design (CSMAD)
 - Leader: Stephen Wall
 - Processes, tools, and people for conceiving, planning, and developing missions
- Center for Deep Space Communications and Navigation Systems (Descanso)
 - Leader: Dr. Catherine Thornton
 - Deep space comm and nav systems, subsystems, and technologies



STRATEGIC TECHNICAL CONTRACTS WORKING GROUP CHARTER

- Leadership and oversight
 - Establish, maintain and ensure
 - Implementation of guidelines and procedures that assure a viable suite of contract vehicles
- Specifically
 - List of contracts, full spectrum
 - Recommend changes in response to evolving contract needs
 - In accordance with partnering and make/buy



STRATEGIC TECHNICAL CONTRACTS WORKING GROUP CHARTER (Cont'd)

- Oversight responsibility
 - Develop processes that assure:
 - Adequacy of the strategic contracts
 - Usage of task and task order contracts and performance-based contracts
 - Criteria for adding new contracts (or deleting)
 - Socioeconomic goals part of strategy
 - Involvement of appropriate process owners



PROCESS FRAMEWORK

CORE CONTRACTS

TYPE	EXAMPLE
SYSTEM (0)	<ul style="list-style-type: none">• PAST PATTERN• PROGRAM OFFICES FORM BASED ON NEED• CONSOLIDATED SPACE OPERATIONS CONTRACT (CSOC)
SUBSYSTEM LEVEL (1)	<ul style="list-style-type: none">• L-M (TASK ORDER)• NYMA MISSION OPERATIONS SUPPORT PLANNING• FIST (“INSTRUMENT PARTNERING”)• RAYTHEON ENG & SCIENCE DATA PROCESSING• OAO - MISSION AND COMPUTING SUPPORT
ASSEMBLY AND FAB SERVICES (2)	<ul style="list-style-type: none">• L-M, CONDOR, LITTON, ETC.<ul style="list-style-type: none">– CABLE; ELECTRONIC FABRICATION– HYBRIDS (FUTURE FORMATION)• COMPOSITE OPTICS, INC. - HIGH TECH MATERIALS• SWALES - THERMAL & STRUCTURAL• INFOTECH - SOFTWARE, NON FLIGHT HARDWARE
OTHER (3)	<ul style="list-style-type: none">• CONTRACTOR PERSONNEL (TSEP)• LOAN POOL (SAMCO)



ESTABLISH RELATIONSHIPS TO FACILITATE MARKETING ! (Cont'd)

- Actions to take upon a win
 - Consider a kickoff meeting
 - Meet all parties
 - Discuss roles/responsibilities
 - Discuss/review the scope of work
 - Discuss the factors
 - Success/strong points
 - Weak points



ESTABLISH RELATIONSHIPS TO FACILITATE MARKETING ! (Cont'd)

- Actions to take upon a loss
 - Ask for a debriefing
 - Ask questions
 - Consider what needs to change for success
 - Speak with Small Business Office
 - Get special insight
 - Listen actively! Listen!